(c) whether the income generated from these advertisements is more than the amount spent on the production or procurement of these programmes and the names of the organisations from which these programmes were procured ?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI RAVI SHANKAR PRASAD) : (a) to (c) The information is being collected and will be laid on the Table of the House.

**Revenue earing by DD through advertisement**

†4581. SHRI RAM JETHMALANI :
SHRI RAJIV RANJAN SINGH 'LALAN' :

Will the Minister of INFORMATION AND BROADCASTING be pleased to state :

(a) whether it is a fact that the revenue earning of Doordarshan has increased continuously from the telecast of advertisement;

(b) if so, the revenue earned by telecasting of advertisements on Doordarshan during 1998-1999 and 2002-2003; and

(c) the percentage of hike in rates of advertisements during the above period ?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI RAVI SHANKAR PRASAD) : (a) and (b) Prasar Bharati has informed that the revenue earned by way of advertisements by DD is as under :

1998-1999 = Rs. 399.32 crores

1999-2000 = Rs. 597.19 crores

2000-2001 = Rs. 637.51 crores

2001-2002 = Rs. 615.21 crores

2002-2003 = Rs. 553.81 crores

(c) The advertisement rates of DD were constant from 1998-99 to 2000-01. During 2001-02, rates were revised and lowered by 25% to keep in tune with the competitive market.

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†Original notice of the question was received in Hindi.